



City of Winchester: Strategic Plan

VISION 2028

*WINCHESTER 2028 is a
Beautiful, Historic City
and a Hometown for Families*
*WINCHESTER 2028 has a
Vibrant Downtown,
a Growing Economy,
Great Neighborhoods with a
Range of Housing Choices
and Easy Movement.*

GOALS 2018

Grow the Economy
Create a More Livable City for All
Develop a High Performing Organization
Continue Revitalization of Historic Old Town

POLICY AGENDA 2014 – 2015

Top Priority

John Kerr Elementary School
Meadow Branch Avenue: Development
Conference Center: Development
Enterprise Zone: Next Steps
City Gateway Beautification Project
Public Safety Communications System

High Priority

North End Redevelopment Strategy and Action Plan
Retail Attraction/Retention Strategy
Patsy Cline Economic Strategy Development
Incentives for City/School Employees
Storm Water Management Policy and Utility
Historic Old Town Gateway Enhancements
Housing Stock Condition Assessment and Plan
Community Events Policy

Moderate Priority

Zero Pak Redevelopment
Social Beverage Permission Beer/Wine at War Memorial
Building/Amphitheater
Comprehensive Parking Strategy
(Residential, Credit Card, Self Sufficiency)
Citizens/Community Survey

MANAGEMENT AGENDA 2014 – 2015

Top Priority

Succession Planning: Development
City-Schools Service Consolidations
Comprehensive Municipal Facilities/Historic
Building Maintenance Plan
EDA Staffing
Events Coordinator and Policy
Federal Mogul Reuse: Clean Up, Marketing

High Priority

Douglas Learning Center Renovation
Substance Abuse/Mental Health
Human Resources Policy and Procedures
National Historic District: Expansion
City Relations with Businesses: Action Plan
McCormac Amphitheater Development
Parks and Recreation Needs Assessment

WINCHESTER CITY GOVERNMENT MISSION

The mission of the City of Winchester is to be a
Financially Sound City
providing Top Quality Municipal Services
while Focusing on the Customer
and Engaging our Community.

WINCHESTER CITY GOVERNMENT CORE BELIEFS

WE TAKE:

P roductive
R esponsible
I ntegrity
D edication
E xcellence

IN SERVING YOU.

MANAGEMENT IN PROGRESS 2014 – 2015

Major Employer Attraction Strategy: Implementation (EDA)	Affordable Care Act: Part Time Employees
Cancer Center Development: Decision, Site Plan, Bond Issuance	Volunteer Organizations Active in Disaster (Regional)
317 South Cameron Street Redevelopment (Old Jail): Close the Deal	Fire Code and Permit Updates (including Inspections)
Student Housing Plan: Belleview Direction	Employee Annual Performance Review
Career Technical Education Center (at Douglas Learning Center)	Emergency Management Professional Development Series
Police Department Survey: Report and Actions	Performance Measures: Refinement
Field Maintenance Plan: Implementation	Building Permit Fee Schedule: Review
Community Gardens: Pilot Project	Fire and EMS Reporting System: Implementation
SWAT Truck	Hazmat Vehicle Storage
Neighborhood Walking Tours and Council Report on Finding (CRT/CDC)	SunGard Enterprise Software: Web Enablement
Heroin Use Reduction Action Plan	City Hall Security Plan
Blighted Structure Report	Fire Volunteer Recruitment and Retention Program
Social Services Emergency Management Plan	Time and Attendance Software (Citywide)
Active Shooter Program/Training	Employee Survey
Cal Ripken World Series	Student Internship/Work Study Program: Formalization
Rental Space at Youth Development Center	Employee Wellness Program
Comprehensive Service Act: Corrective Action Plan	Payroll Process Software: Implementation
Aquatics Facelift (Outdoor/Indoor)	Comprehensive Formal Communications and Marketing Plan
Comprehensive Zoning Ordinance: Revision	Personal Property Application Software
414 South Braddock Street Resolution	Real Estate Application Software
Online Participant Registration for Web Trac	Trolley: Policy on Use
City Owned Property Report and Map	Downtown Public Safety Security Plan: Update Report
City Reorganization Plan: New Phase	Downtown Façade Improvement Program: Grant, Enterprise Funding
Boards/Commissions: Orientation Program	Historic District Design Guidelines: BAR Manual for New Materials
Emergency Operations Plan: Revision	Fly Tower Lease
Information Technology Master Plan: Update	Downtown Business Outreach: Process Review, Update Report
Hiring Process: Review/Revision	George Washington Hotel Parking Study
Emergency Management Social Media	Parking Payment: Credit Cards and Debit Cards

MAJOR PROJECTS 2014 – 2015

Bermuda Grass Fields: Staffing and Equipment	Jim Barnett Park Signage and Beautification: Phase I
Parks: ADA Compliance (Phase I)	Green Circle Trail Phase III: Design
Skate Pavilion	Hope Drive Extension: Design
South Loudoun/Abrams Creek Drainage Project	Valley Avenue Sidewalk/Drainage Improvements: Design
Citywide Sidewalk Improvements: Phase II Project (Loudoun and Cork)	Millwood Avenue Improvement (with SU)
Green Circle Trail: Phase II Project	Nester Drive Extension
Bridgeforth Stadium: Turf	Tevis Bridge (VDOT)
I-81 Interchange (VDOT) – Exit 313: Preliminary Design	Taylor Hotel Project: Public Spaces
East Lane/Piccadilly/National Avenue Realignment	Cork Street Sidewalks
Tevis Street Extension: Design	Parking Garage Improvements
	Green Circle Trail (Downtown Phase)